EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Sako on October 23, 2008.

The application has been amended as follows:

In the Claims:

1. (Currently Amended) A franchise system for organizing and establishing a headquarter for business transactions over a network, comprising:

at least one headquarter network server; and

a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network; wherein

the at least one headquarter network server includes,

a merchandise information memory data that includes information for goods sold by the franchise stores, as well as goods not available at one of the franchise stores, but available at the headquarter,

a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that accesses a home page data memory system to collect additional home page data for the home page of each franchise store, the home page creation system also accessing a franchise store identification (ID) system,

an order receiving system that processes orders from a plurality of member terminals through the home pages of each franchise store,

Deleted: the

a received data transfer system that transfers order data received by the order receiving system from the at least one headquarter network server to one of the franchise servers according to the franchise store ID system, the order data including a member name and goods ordered, and

the franchise store ID system matches a franchise store to a member ordering via a member terminal when the member accesses the franchise system, the franchise store ID system matching franchise stores to the member accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules, the uniform resource locator values include a first portion unique to each franchise store and a second portion common to all franchise stores and the headquarters; and

the at least one headquarter network server is configured to send home page data for the home page of each franchise store to at least one

predetermined member server, including information from the merchandise

information memory data that enables the home page of each franchise store

to include goods not available at the franchise store but available at the

headquarter, and sends predetermined guest home page data when a

member server accessing the franchise system does not match any franchise

store.

        10. (Currently Amended) An electronic franchise shopping system for a plurality

of franchise stores, comprising:

        a plurality of franchise store servers, each corresponding to a

different franchise store and connected with at least one headquarter network

server by a network; and

        the at least one headquarter network server, comprising

        a goods master data base that stores goods information for goods sold by the

plurality of franchise stores, such goods including goods available at a particular

franchise store and not available at the particular franchise store but available at a

headquarter,

        a member entry data base that stores, for each member that has previously

accessed the system, a member identification value and corresponding franchise store

code,

        a franchise store data base that stores, for each franchise store, a franchise

store identification value and corresponding franchise store code,

a home page data base that stores, for each franchise store, unique web page data for a web page corresponding to each franchise store,

a franchise store identification (ID) system that matches each franchise store to a member ordering when the member accesses the system from a remote user terminal, the franchise store ID system determining if data sent by the member includes a predetermined terminal identification code unique to the remote user terminal, and matching the member to a matching franchise store ID if such a terminal identification code is present, else requesting the member to enter at least a member identification value, and

an order system that receives orders through each home page for the franchise stores and transfers said order data from the at least one headquarter network server to the franchise server corresponding to the home page, the order data including at least a member identification and goods identification; and

the at least one headquarter network server is configured to provide a home page for an accessing member according to unique web page data for each franchise store and goods information from the goods master data base that enables the home page to include information for goods not available at the particular franchise store but available at the headquarter, the home page being generated according to a predetermined data sent by the member from a remote user terminal, and send predetermined guest home page data when a member server accessing the franchise system does not match any franchise store.

11. (Currently Amended) The electronic franchise shopping system of claim 10, wherein:

the franchise store ID system also requests the user to enter a password when the terminal identification code is not present, and

the at least one headquarter network server is also configured to send home page data corresponding to one of the franchise stores if the member identification value and password correspond to the one franchise store, else sends guest home page data.

15. (Currently Amended) An electronic franchise shopping system for a plurality of franchise stores, comprising:

at least one headquarter server, comprising:

a goods master data base that stores merchandise data for merchandise sold by all franchise stores,

a member entry data base that commonly stores data for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs,

a franchise store data base that stores the franchise store code for each franchise store,

a home page data base that stores home page data for each franchise store,

a franchise store identification (ID) system that checks if an accessing member

is accessing the system for the first time, and requests a member identification number

and member password if the access is a first time access, the franchise store ID system

also comparing an entered member identification value and member password to

entries in the member entry data base, and if the member identification value and

password match an entry in the member entry data base matching the accessing

member to the corresponding franchise store, else matching the accessing member to a

guest home page,

an order processing system that receives orders from members through home

pages each corresponding to a particular franchise store, said orders including order

data identifying a member and goods ordered;

the at least one headquarter server is configured to send home page data

according to a first type universal resource locator (URL) and a plurality of second type

URLs, the first type URL comprising a URL common to the system, each second type

URL corresponding to a different franchise store, the at least one headquarter server

also configured to send a home page for a franchise store based on member entry data

base information, and send a unique home page for each second type URL, each such

unique home page including merchandise data for merchandise available at the

franchise store, and merchandise not available at the franchise store but available at a

headquarter location, and send predetermined guest home page data when a member

server accessing the franchise system does not match any franchise store; and

a plurality of franchise servers each corresponding to a different

franchise store, each franchise server receiving order data from the at least

one headquarter server received by way of the home page corresponding to

the franchise store.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Regarding claim 1

The prior art of record neither anticipates nor renders obvious the following

feature: at least one headquarter network server configured to send home page data for

the home page of each franchise store to at least one predetermined member server,

including information from the merchandise information memory data that enables the

home page of each franchise store to include goods not available at the franchise store

but available at the headquarter, and sends predetermined guest home page data when

a member server accessing the franchise system does not match any franchise store.

Regarding claims 10 and 15

Claims 10 and 15 are each parallel in subject matter to the feature noted above

with respect to claim 1 and are allowable for reasons similar to those provided for claim

1.

The most remarkable prior art of record is to Wittsche (US 6,556,975) and Cronin (PGPub 2001/00321145).

Although Wittche disclosed many features similar to those recited in the above-indicated claims, Wittche still fails to teach the above-noted features in the above-noted claims.

Cronin discloses a system comprising a web-site on a server, the web-site being accessed via a network by using a group uniform resource locator (URL) address, and comprising business information being common to the group of many business owners, and customized information being customized to the individual business owner.

It is clear from the description of Cronin that the prior art does not consider the possibility of at least one headquarter network server configured to send home page data for the home page of each franchise store to at least one predetermined member server, including information from the merchandise information memory data that enables the home page of each franchise store to include goods not available at the franchise store but available at the headquarter, and sends predetermined guest home page data when a member server accessing the franchise system does not match any franchise store, as recited in the independent claims 1, 10 and 15.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US 6,629,092 to Berke discloses a system comprising a database and a web site

and a list of authorized vendors (vendor list includes franchise stores, national chains

with local stores) for the products or services; each database record comprises a unique

combination of a mark and its associated goods or services.

"Multiple-Store inventories online at the Circuit City E-Superstore" to Gregory

Gilligan discloses a new system that includes an online version of its superstore that

would give consumers the ability to check the inventories of many Circuit City stores.

Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to MILA AIRAPETIAN whose telephone number is

(571)272-3202. The examiner can normally be reached on Monday-Friday 9:30 am -

6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Jeffrey A. Smith can be reached on (571) 272-6763. The fax phone number

for the organization where this application or proceeding is assigned is 571-273-8300.

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published applications may be obtained from either Private PAIR or Public PAIR.

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/M. A./   /Jeffrey A. Smith/
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